



METROPOLITAN
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COMMISSION

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Item No. 2a

Scott Haggerty, Chair
Alameda County

Adrienne J. Tissier, Vice Chair
San Mateo County

Tom Azumbrado
U.S. Department of Housing
and Urban Development

Tom Bates
Cities of Alameda County

Dean J. Chu
Cities of Santa Clara County

Dave Cortese
Association of Bay Area Governments

Chris Daly
City and County of San Francisco

Bill Dodd
Napa County and Cities

Dorene M. Giacomini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Steve Kinsey
Marin County and Cities

Sue Lempert
Cities of San Mateo County

Jake Mackenzie
Sonoma County and Cities

Jon Rubin
San Francisco Mayor's Appointee

Bijan Sartipi
State Business, Transportation
and Housing Agency

James P. Spering
Solano County and Cities

Amy Rein Worth
Cities of Contra Costa County

Ken Yeager
Santa Clara County

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

OPERATIONS COMMITTEE
FRIDAY, MAY 14, 2010
MINUTES

ATTENDANCE

Chair Rein Worth convened the meeting at 9:32 a.m. In addition to Chair Rein Worth, the following Committee members were in attendance: Vice-Chair Chu, Commissioners Azumbrado, Giacomini, Haggerty, Halsted, Lempert, Mackenzie, Rubin, Spering, Tissier, and Yeager. Also in attendance were Commissioners Bates, Daly, Dodd, Glover, and Kinsey.

CONSENT CALENDAR

Committee members unanimously approved the following items on the consent calendar:

- Minutes of April 9, 2010 Committee Meeting;
- Contract – Freeway Service Patrol (FSP) Systems Integration: ICx Transportation Group, Inc. (\$750,000);
- Contract - FSP In-Vehicle Maintenance for voice & data communication Equipment: Absolute Wireless, Inc. (\$175,000);
- Contract Amendment - ITS/511 Technical Advisor: Kimley-Horn, Associates (\$175,000);
- Third Quarter SAFE Financial Statements;
- ClipperSM Program Contract Actions:
 - Change Order – Extended Maintenance and Support for San Francisco Muni Transit Agency (SFMTA) Ticket Vending Machines (TVM) and Faregates: Cubic Transportation Systems (\$3,200,000)
 - Change Order – System Enhancements for SFMTA TVMs and Faregates: Cubic Transportation Systems (\$400,000)
 - Funding Agreement Amendment – ClipperSM Regional Transit Connection Discount Card Integration: BART (\$120,000).

Contract Extension – Marketing, Web and Communication Services: Swirl, Inc.
Mr. Jacob Avidon, MTC staff person, presented the staff recommendation to extend MTC's contract with Swirl, Inc. for marketing, web and communications services through FY 2010-11, at an amendment cost of \$1,715,000. He noted that the original contract with Swirl approved by the Committee in July 2006 was for four years, with options to extend up to six additional years. This will be the first one-year extension.

Commissioner Rubin gave an example of an incident that happened to him using the TransLink[®] card. He recommended ensuring that signs and customer communication materials included a phone number to call for lost and/or stolen cards.

Mr. Avidon responded that in the customer education initiative, staff is working on providing customers with a variety of education channels including on-board and in-station signs, and brochures to convey the information.

Commissioner Halsted asked for more information on ClipperSM outreach in multiple languages.

Commissioner Azumbrado requested that staff segregate the cost for re-branding (to ClipperSM) from other promotional and customer educational costs.

Commissioner Chu moved to negotiate and enter into a contract amendment with Swirl, Inc., in an amount not to exceed \$1,715,000, to provide marketing, web, and communication services during FY 2010-11. Commissioner Halsted seconded the motion. The motion carried unanimously.

ClipperSM Memorandum of Understanding (MOU)

Ms. Melanie Crotty, Director of Traveler Coordination and Information, presented a staff recommendation that the Committee refer to the Commission for approval: (1) MTC withdrawal from the TransLink[®] Consortium and Interagency Participation Agreement (IPA), and (2) authorization for the Executive Director or his designee to negotiate and enter into a Memorandum of Understanding (MOU) with participating ClipperSM transit operators. She described the background for the withdrawal, and noted that the MOU will carry forward many of the principles and clauses from the IPA. MTC will continue with many of its existing responsibilities as the contract manager for the ClipperSM program and will also assume responsibility for the ClipperSM bank accounts. She reviewed the outstanding items left for negotiation, including review of records, auditing provisions, and operating rules. MTC's withdrawal from the consortium would be effective July 1, 2010; however, the MOU will not be executed until later in the summer, when all the transit agencies Boards have approved the MOU.

Commissioner Spering moved to refer to the Commission: 1) MTC withdrawal from the TransLink[®] Consortium, and 2) authorization of the Executive Director to negotiate and enter into a Memorandum of Understanding with the participating ClipperSM transit operators regarding operations and maintenance of ClipperSM fare collection system. Commissioner Tissier seconded the motion. The motion carried unanimously.

MTC SAFE FY 2010-11 Budget – MTC SAFE Resolution No. 55

Mr. Jaime Maldonado, MTC staff person, presented the draft SAFE Budget for FY 2010-11 to Committee members for their information.

PUBLIC COMMENT/OTHER BUSINESS/ADJOURNMENT

There being no further business, Chairperson Rein Worth adjourned the meeting at 10:06 a.m.